

# GUIDELINES

## FOR A WELCOMING & INFORMATIVE INVITATION LETTER

Writing a letter and attaching a membership envelope or form is a chance to inform people about the importance of your PTA (and PTA in general) and the benefits of being a PTA member. Use this same information when you make a personal, verbal "ask" and when you speak to parents at kindergarten orientation or Back-to-School Night. Samples of letters asking people to join PTA can be found in the Toolkit, under the Membership chapter. The following are key elements:

### INFORMATION ABOUT YOUR MEMBERSHIP CAMPAIGN

- o Membership is open to anyone interested in the welfare of children - not just parents but grandparents, aunts and uncles, neighbors, community businesses, students, staff, etc.
- o The amount of per person dues
- o The membership theme and goal as well as any incentives
- o The membership drive never ends and people can join at any time

### WHAT YOUR PTA PROVIDES FOR THE SCHOOL

- o Be specific about what PTA has funded at your school, such as programs, events and services, reading incentive programs, Book Fair, Reflections, field trips, Family Fun Nights, student recognitions, staff appreciation, Red Ribbon Week, campus beautification, etc.
- o Welcome the input of members in establishing the goals and programs each year

### WHAT MEMBERSHIP MEANS

- o Membership to the largest volunteer child advocacy group in the nation that promotes parent participation and has been in existence for over 100 years.
- o A voice (voting rights) in local PTA meetings and representation at California State and National PTA conventions (involvement is always encouraged but participation in monthly meetings is not required)
- o Access to parenting and advocacy information and resources
- o Member benefits (such as those provided by National PTA)

### JOINING A LOCAL PTA MEANS JOINING THE PTA ORGANIZATION

- o A portion of local dues goes to the council PTA (if in council), the district PTA, California State PTA and National PTA. Each of these levels of PTA provides training materials, workshops, support, newsletters, community programs, legislative representation and advocacy; thus including the local PTA as part of the national network of PTAs.
- o The PTA organization is a non-profit organization of volunteers that has approximately one million members in California and nearly six million members nationwide.

**Sample invitation letters can be found in the California State PTA Toolkit and in the National PTA Membership Marketing Templates CD**